Certnexus - Data Science for Business Professionals

Kód kurzu: DSBIZ

The ability to identify and respond to changing trends is a hallmark of a successful business. Whether those trends are related to customers and sales, or to regulatory and industry standards, businesses are wise to keep track of the variables that can affect the bottom line. In today's business landscape, data comes from numerous sources and in diverse forms. By leveraging data science concepts and technologies, businesses can mold all of that raw data into information that facilitates decisions to improve and expand the success of the business.

CertNexus is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP® or SHRM-SCP® recertification activities.

Pobočka	Dnů	Cena kurzu	ITB
Praha	1	10 600 Kč	10
Brno	1	10 600 Kč	10
Bratislava	1	400 €	10

Uvedené ceny jsou bez DPH.

Termíny kurzu

Datum	Dnů	Cena kurzu	Typ výuky	Jazyk výuky	Lokalita
07.12.2026	1	400 €	Online	EN	Online
07.12.2026	1	10 600 Kč	Online	EN	Online

Uvedené ceny jsou bez DPH.

Pro koho je kurz určen

This course is designed for business leaders and decision makers, including C-level executives, project managers, HR leaders, Marketing and Sales leaders, and technical sales consultants, who want to increase their knowledge of and familiarity with concepts surrounding data science. Other individuals who want to know more about basic data science concepts are also candidates for this course. This course is also designed to assist learners in preparing for the CertNexus® DSBIZ™ (Exam DSZ-110) credential.

Požadované vstupní znalosti

To ensure your success in this course, you should have a working knowledge of general business concepts and practices. You should also have a basic understanding of information technology (IT) resources and systems, including networks, computers, and other digital devices used in an enterprise setting.

Studijní materiály

Official guide book for this course

Osnova kurzu

Lesson 1: Data Science Fundamentals

- What is Data Science?
- Types of Data
- The Data Science Lifecycle

Lesson 2: Data Science Implementation

- Data Acquisition and Preparation
- Data Modeling and Visualization

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- Data Science Roles

Lesson 3: The Impact of Data Science

- Benefits of Data Science
- Challenges of Data Science
- Business Use Cases for Data Science

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